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INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

Bucks Pib

TO: DISTRIBUTION                      DATE: May 30, 1991

FROM: Arthur Goldfarb/Elizabeth Egan *EAE*

SUBJECT: BUCKS NOVEMBER PROMOTION - ELEMENTS MEMO

o OVERVIEW

In November, Bucks will offer an incentive promotion which will be delivered through PACK OUTLETS. Consumers will be offered a free "BUCK THE SYSTEM" cap with a 3-pack purchase.

The objective of this promotion is to stimulate maximum trial/retrial and conversion, while creating Brand interest and involvement through an execution which reinforces Bucks imagery and attitude.

INCENTIVE DESCRIPTION: Black wool baseball cap with Buckhead logo embroidered on the front. The back of the cap will be embroidered with "Buck the System" - an attitudinal message which also incents reverse wearing of the cap, thereby "bucking the system".

o PROMOTION DETAILS

FIELD DATE:	November Sales Cycle
OFFER:	Free "Buck the System" cap
PURCHASE REQUIREMENT:	3-pack purchase
RETAIL CALL-OUT:	"Head for Bucks"
GEOGRAPHIC SCOPE:	62 markets
TRADE CLASS:	Pack outlets

o VOLUME IMPACT

	<u>10 DEAL SHIPPER</u>	<u>30 DEAL FLOOR</u>	<u>TOTAL</u>
# Deals	192,200	314,400	505,600
# Units	11.5 million	18.9 million	30.4 million
# Outlets Reached	19,220	10,480	29,700

o MEDIA DELIVERED OFFER

Coincident to the retail offer, Bucks baseball cap will be offered via select male magazines. Details will follow under separate cover.

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o ALLOCATIONS

Allocations of incentives and displays will be made at the section level, and FSF should place orders for materials via Midas. Displays and P.O.S. will be packed together and force shipped to P.O.S. depots or distributor/direct account warehouses, per section office direction.

o DISPLAY PAYMENTS

	10 DEAL <u>SHIPPER</u>	30 DEAL <u>FLOOR</u>
Displays per S/R:	20	10
Payment:	\$2	\$5

DISTRIBUTOR ASSEMBLY AND SHIPMENT

To minimize FSF time in the assembly, delivery and store set-up of displays, Bucks will utilize distributors to assemble deals and ship displays to participating retailers. The PM salesforce will be responsible for pre-booking the promotion, coordinating with distributors, placement/payment of the displays at retail, and P.O.S. placement. Display shippers will only be available for 10 deal counter displays. 30 deal floor displays should be placed in the normal manner.

DISTRIBUTOR ASSEMBLY AND SHIPMENT/PAYMENT

<u>Per 12m case</u>	<u>Promo Code</u>
\$24.00	745

o MILITARY

The military will participate in this promotion, utilizing 30 deal floor displays only.

# Deals per rep. -	30
Total # Deals -	26,100
Total # Displays -	870

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PRODUCTION TIMETABLES

	<u>A&amp;K</u> <u>Due</u>	<u>Due</u> <u>KDC</u>	<u>Due</u> <u>Field</u>
Sell Sheets	6/17	7/22	7/31
P.O.S./Displays	7/1	9/23	10/14
Packaged Incentives	6/17	9/23	10/14

MATERIALS LISTING

<u>ITEM</u>	<u>POS#</u>	<u>P/F</u>	<u>PRODUCTION QTY</u>
Sell Sheet			
- 10 Deal/30 Deal	59883	5	32,000
Displays			
- 10 Deal Shipper	59884	5	19,220
- 30 Deal Floor	59885	5	10,480
Posters			
- Skinny Poster	59886	*	29,700
- Large Poster	59887	*	29,700
- CP Header	59888	*	29,700
Incentives			
Packaged baseball cap	59889	10	506,600
* Packed with displays			

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SECTION ALLOCATIONS

<u>SECTION</u>	<u>DISPLAY 30 DEAL</u>	<u>DISPLAY 10 DEAL</u>	<u>INCENTIVES</u>
11	410	820	20,500
12	440	880	22,000
13	500	1,000	25,000
14	0	0	0
15	0	0	0
16	160	320	8,000
21	0	0	0
22	640	1,280	32,000
23	860	1,720	43,000
24	320	640	16,000
25	490	980	24,500
26	0	0	0
31	420	840	21,000
32	380	760	19,000
33	410	820	20,500
34	450	900	22,500
35	410	820	20,500
36	120	240	6,000
41	440	880	22,000
42	640	1,280	32,000
43	210	420	10,500
44	910	1,820	45,500
45	460	920	23,000
46	510	1,020	25,500
51	0	0	0
52	250	500	12,500
53	0	0	0
54	180	360	9,000
55	0	0	0
56	0	0	0
 <u>SUBTOTAL</u>	 <u>9,610</u>	 <u>19,220</u>	 <u>480,500</u>
 MILITARY	 870	 0	 26,100
 TOTAL	 10,480	 19,220	 506,600

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Distribution:

F. Ajamian	B. O'Brien
F. Alfieri	V. Occhiuto
R. Anise	N. Parmet
D. Ball	T. Parrino
D. Beran	M. Peters (LBC)
D. Berenson	N. Pilotti
K. Berman (LBC)	R. Raval
S. Bloom	N. Recine
D. Bruno	M. Rucker
M. Buonaventura	T. Ryan
L. Cappelli	P. Sabatino
T. Costas	S. Sabella
D. Davies	T. Saloun
F. Della Crosse	B. Schuyler
L. DeSimone	J. Scully
H. Glastein	L. Sedor (LBC)
L. Glennie	M. Serrano
T. Goodale	J. Severino
M. Heinrich	R. Simons
B. Hopkins	A. Sinha
R. Huckfeldt	D. Smith (120/6)
D. Hufford	J. Spector
J. Kiernan	S. Spicehandler
D. Laska	R. Stirlen
C. Levy	S. Strausser
M. Lizanich	M. Suter (Richmond)
H. Long	L. Suwarna
N. Lund	M. Szymanczyk
A. MacRae	T. Vance
M. Mahan	S. Vasquez
T. McCarthy	M. Walchak
R. Mikulay	B. Weinstein
M. Murphy	L. Wexler
M. Nawrocki	
J. Nellenbach	

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